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IN THE CLAIMS:

Set forth below in ascending order, with status identifiers, is a complete listing of all claims currently under examination. Changes to any amended claims are indicated by strikethrough and underlining. This listing also reflects any cancellation and/or addition of claims.

1. (Currently amended) ~~A method of collecting survey information relative to a transaction, comprising~~ A processor-readable medium comprising code representing instructions to cause a processor to:

receive ~~receiving~~ transaction information related to a transaction, the transaction information including consumer information and merchant information;

compare ~~comparing~~ the consumer information with predetermined consumer information;

compare ~~comparing~~ the merchant information with predetermined merchant information;

and

determine ~~determining~~ whether to invite the consumer to complete a survey related to the transaction based at least partially on at least one of the consumer information and the merchant information.

2. (Currently amended) The ~~method~~ processor-readable medium of claim 1, wherein the consumer information includes a consumer identification code, and the predetermined consumer information includes information relating to consumers defined as prospective offerees.

3. (Currently amended) The ~~method~~ processor-readable medium of claim 1, wherein the predetermined merchant information includes information relating to categories of purchases, and wherein the instructions to cause a processor to determine ~~determining~~ whether to invite the consumer to complete a survey includes instructions to cause a processor to determine ~~determining~~ whether the transaction corresponds to one of said categories of purchases.

4. (Currently amended) The ~~method~~ processor-readable medium of claim 3, wherein the instructions to cause a processor to determine ~~determining~~ whether the transaction corresponds to

one of said categories of purchases includes instructions to cause a processor to determine ~~determining~~ whether there is an unsatisfied quota of survey invitations for the particular type of transaction.

5. (Currently amended) The ~~method~~ processor-readable medium of claim 1, wherein the instructions to cause a processor to determine ~~determining~~ whether to invite the consumer to complete a survey includes instructions to cause a processor to determine ~~determining~~ whether the transaction meets predetermined criteria and is a qualifying transaction.

6. (Currently amended) The ~~method~~ processor-readable medium of claim 5, further comprising code representing instructions to cause a processor to:

transmit ~~transmitting~~ to the consumer an invitation to complete a survey relating to the qualifying transaction;

receive ~~receiving~~ survey information from the consumer relating to the qualifying transaction; and

process ~~processing~~ the received survey information.

7. (Currently amended) The ~~method~~ processor-readable medium of claim 6, wherein the predetermined consumer information is provided by a party to the transaction other than the merchant.

8. (Currently amended) The ~~method~~ processor-readable medium of claim 7, further comprising code representing instructions to cause a processor to:

offer ~~offering~~ processed survey information to a merchant; and

grant ~~granting~~ access to the processed survey information to the merchant.

9. (Currently amended) The ~~method~~ processor-readable medium of claim 1, wherein the transaction information includes a transaction record, the transaction record being in at least one of an electronic form and a digital form, and instructions to cause a processor to receive

~~receiving~~ transaction information is configured to receive ~~includes receiving~~ a set of transaction information regarding several transactions.

10. (Currently amended) ~~A method of collecting survey information relative to a transaction comprising~~ A processor-readable medium comprising code representing instructions to cause a processor to:

invite ~~inviting~~ consumers to participate in a survey program;

receive ~~receiving~~ consumer information from participating consumers;

develop ~~developing~~ historical consumer information for each of the participating consumers;

receive ~~receiving~~ transaction information relating to a transaction, the transaction information including information relating to the consumer in the transaction;

determine ~~determining~~, using the information relating to the consumer in the transaction, whether the consumer in the transaction is a participating consumer; and

determine ~~determining~~, using the historical consumer information, whether to collect survey information from the consumer in the transaction.

11. (Currently amended) The ~~method~~ processor-readable medium of claim 10, wherein the information relating to the consumer in the transaction includes a consumer identification code, and the historical consumer information includes at least one of the number of invitations sent to the consumer and the number of surveys completed by the consumer.

12. (Currently amended) The ~~method~~ processor-readable medium of claim 10, wherein the transaction information includes at least one of ~~the~~ a category of the transaction and the payment amount of the transaction, and the instructions to cause a processor to determine ~~determining~~ whether to collect ~~solicit~~ survey information from the consumer in the transaction uses ~~includes using~~ at least one of the category of the transaction and the payment amount of the transaction.

13. (Currently amended) The ~~method~~ processor-readable medium of claim 10, further comprising:

instructions to cause a processor to transmit ~~wherein soliciting survey information~~
~~includes transmitting~~ a survey invitation to the consumer to the transaction, ~~and~~ the survey
invitation ~~includes~~ including instructions regarding the survey.

14. (Currently amended) The ~~method~~ processor-readable medium of claim 13, wherein the
survey invitation includes a survey instrument.

15. (Currently amended) The ~~method~~ processor-readable medium of claim 13, wherein the
transaction information includes a transaction record, the transaction record being in at least one
of an electronic form and a digital form, and receiving transaction information includes receiving
a set of transaction information regarding several transactions.

16. (Currently amended) A system for collecting survey information relative to a transaction,
comprising:

a monitoring interface ~~processing~~ configured to process transaction information from ~~the~~
a transaction, the transaction information including a transaction record with information relating
to ~~the~~ a consumer to the transaction, the transaction record being in at least one of an electronic
form and a digital form;

a processor ~~analyzing~~ configured to analyze said transaction record relative to stored
consumer information, the processor further configured to determine ~~determining whether the~~
~~consumer to the transaction is a participant in a survey and determining~~ whether to solicit survey
information from the consumer to the transaction based at least partially on the transaction
record; and

a participant interface ~~enabling~~ configured to enable the consumer to the transaction to
provide survey information.

17. (Currently amended) The system of claim 16, wherein the transaction record includes
information relating to at least one of ~~the~~ a category of the transaction and a payment amount of
the transaction, and said processor determines whether to solicit survey information based on at
least one of the category of the transaction and the payment amount of the transaction.

18. (Previously presented) The system of claim 16, wherein the information relating to the consumer to the transaction includes an identification code for the consumer to the transaction, and the processor compares identification codes of consumers to transactions with predetermined identification codes of participants in the survey.

19. (Currently amended) The system of claim 16, further comprising:
a merchant interface ~~enabling~~ configured to enable a merchant to access analyzed survey information.

20. (Previously presented) The system of claim 16, wherein the stored consumer information is provided by a party to a transaction other than the merchant.